

ABSTRACT OF THE DISCLOSURE

Depending on whether or not a print mode indicates printing with a large-and-small-dot ink system, a dark-and-light-color-dot ink system, or the like, it is determined whether or not, for printed colors in an input signal that are primary colors (C, M, and Y), hues are adjusted by mixing two ink colors for large and small dots or for dark and light color dots. As a result, for images such as graphs which are desirably uniform, printed images free from granularity are obtained promptly even if hues cannot be adjusted. Further, for images such as photographs for which colors are desirably accurately reproduced, high-quality print results free from granularity and matching monitor displayed colors are obtained by selecting a mode in which hues are adjusted using small, light-color, and other dots which have reduced granularity, to adjust the hues of the primary colors without degrading print image quality.